

3.73(b) Statement

Arbitron, Inc. is the owner of U.S. Patent Application No. 10/800,447, filed March 15, 2004, which is entitled METHODS AND SYSTEMS FOR GATHERING MARKET RESEARCH DATA WITHIN COMMERCIAL ESTABLISHMENTS.

Arbitron, Inc., a corporation, is the assignee of the entire right, title and interest of the above-identified patent/application.

As required by 37 CFR 3.73(b)(1)(i) and (ii), a chain of title from the inventor(s) of the patent application/patent identified above, to the current assignee is shown in the attached copy of the recorded assignment and the attached copy of the Notice of Recordation of Assignment Document, which provides the reel and frame number for each recorded assignment document in the chain of title for the subject application/patent.

The current assignee is Arbitron, Inc. The undersigned, whose title is supplied below, is authorized to act on behalf of the assignee.

/Richard P. Bauer/

Richard P. Bauer, Reg. No. 31,588

Attorney of Record associated with Customer No. 77,182

Phone number: 202-625-3500

February 29, 2008

Date



UNITED STATES PATENT AND TRADEMARK OFFICE

**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE**

JANUARY 31, 2005

PTAS

ST.ONGE STEWARD JOHNSTON & REENS LLC
EUGENE L. FLANAGAN III
986 BEDFORD STREET
STAMFORD, CT 06905-5619

A standard linear barcode consisting of vertical black bars of varying widths on a white background.

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St. Onge Steward Johnston & Reens

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THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS
AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER
REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 07/30/2004

REEL/FRAME: 015624/0992
NUMBER OF PAGES: 5

BRIEF: ASSIGNMENT OF ASSIGNEE'S INTEREST (SEE DOCUMENT FOR DETAILS)

ASSIGNOR: FORD, DAVID PATRICK
DOC DATE: 06/10/2004

ASSIGNOR: TENSEN, JAMES M. DOC. DATE: 07/23/2004

ASSIGNOR: ELANAGAN, EUGENE I. III

ASSIGNEE:
ARBITRON INC.
9705 PATUXENT WOODS DRIVE
COLUMBIA, MARYLAND 21046

015624/0992 PAGE 2

SERIAL NUMBER: 10800447

FILING DATE: 03/15/2004

PATENT NUMBER:

ISSUE DATE:

TITLE: METHODS AND SYSTEMS FOR GATHERING MARKET RESEARCH DATA WITHIN
COMMERCIAL ESTABLISHMENTS

PAULA MCCRAY, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

08-06-2004



7.30.04

PATENT
03382-P0119A ELF102804403
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	David Patrick Forr, et al.
Serial No. Serial No. 10/800,447	Filing Date: March 15, 2004
Title of Application:	Methods and Systems for Gathering Market Research Data within Commercial Establishments
Confirmation No. 1228	Art Unit 2632

Mail Stop Assignment Recordation Services
 Director, U.S. Patent and Trademark Office
 Post Office Box 1450
 Alexandria, VA 22313-1450

Patent Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying parties. David Patrick Forr, James M. Jensen, and Eugene L. Flanagan III.
2. Name and Address of Receiving Party. Arbitron Inc.; 9705 Patuxent Woods Drive; Columbia, MD 21046.
3. Nature of Conveyance: Assignment. Execution Date: July 23, 2004.
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Eugene L. Flanagan III, Registration No. 27,634
 Attorney for Applicants
 ST.ONGE STEWARD JOHNSTON & REENS LLC
 986 Bedford Street
 Stamford, CT 06905-5619
 203 324-6155

08/02/2004 ST0H11 00000193 10800447
 *01 FC:8021

40.00 IP

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Mail Stop Assignment Recordation Services; U.S. Patent and Trademark Office; Post Office Box 1450; Alexandria, VA 22313-1450.

July 28, 2004

Susan K. Drammeh

OFFICE OF PATENTS & TRADEMARKS
 200 JUN 2004 12:18 PM
 FINANCE SECTION

5. Application Number: Application Serial No. 10/800,447 filed March 15, 2004.
6. Total Number of Applications Involved: 1.
7. Total Fee (37 CFR 3.41). \$40.00 due. A check for this amount is enclosed.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 5. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,



Eugene L. Flanagan III, Registration No. 27,634
Attorneys for Applicants
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Assignment

WHEREAS, We, the undersigned inventors, have made certain inventions or discoveries (or both) as set forth in an application for Letters Patent of the United States of America, entitled **Methods and Systems for Gathering Market Research Data within Commercial Establishments**, bearing Patent Application Serial No. 10/800,447 and filed on March 15, 2004;

WHEREAS, Arbitron Inc., a corporation organized and existing under the laws of the State of Delaware, and having an office and place of business at 9705 Patuxent Woods Drive; Columbia, MD 21046, and, together with its successors and assigns is hereinafter called "Assignee", and is desirous of acquiring the title, rights, benefits and privileges hereinafter recited;

NOW THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation:

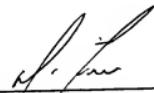
1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in any and all countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;
2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries in our names or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;
3. Authorize and request the Commissioner of Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patents to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;
4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;
5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not

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Assignment
Serial No. 10/800,447

been made; and particularly to execute and deliver to Assignee all lawful application documents, including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns, which may be useful for establishing the facts of our conceptions, disclosures, and reduction to practice of said inventions and discoveries.

IN WITNESS WHEREOF, we, David Patrick Forr, James M. Jensen, and Eugene L. Flanagan III, have hereunto set our hands and affixed our seals.

6/10/04
Date


David Patrick Forr
3317 Royal Oak Court
Ellicott City, MD 21043

Declaration of Witness

I declare that I was personally present and did see Jack K. Zhang, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

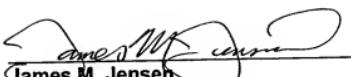
Declared at Columbia, MD, on 6/10/04.


Signature of Witness

JACK ZHANG
Name of Witness

Page 3
Assignment
Serial No. 10/800,447

7/23/04
Date


James M. Jensen
10702 Faulkner Ridge Circle
Columbia, MD 21044

Declaration of Witness

I declare that I was personally present and did see Jack K. Zhang, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Columbia, Maryland, on 7/23/04.

Karen m Jensen
Signature of Witness

Karen m. Jensen
Name of Witness


Eugene L. Flanagan III
19 Juniper Place
Wilton, CT 06897

Declaration of Witness

I declare that I was personally present and did see Jack K. Zhang, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Stamford, CT, on June 4, 2004

Susan K. Drammeh
Signature of Witness

Susan K. Drammeh
Name of Witness